

IN THE CLAIMS

Please amend the claims as follows. Added text is underlined and deleted text is either struck through or shown in double enclosing brackets. Applicants aver that no new matter has been added.

1. (Currently Amended) A method to provide digital content to a content destination, the method comprising:

providing a plurality of content provider identifiers to the content destination for display on an a display device, wherein each of the plurality of content provider identifiers is associated with one of a plurality of content providers;

monitoring user selection of one of the plurality of content provider identifiers;

communicating at least one available content identifier to the content destination in

response to the user selection of the one of the plurality of content provider identifiers, the at least one available content identifier being associated with the one of the plurality of content provider identifiers selected by a user; and

selectively communicating the digital content associated with the at least one available content identifier to the content destination independently of a content distributor, wherein the plurality of content provider identifiers are included in a communication between the content distributor and the content destination;

wherein a first content provider identifier has an associated link that links the content destination to a first content provider upon selection of the first content provider identifier, the first content provider providing the at least one available content identifier to the content destination for display on a display device.

2. (Previously Presented) The method of claim 1, wherein each of the plurality of content provider identifiers is associated with a plurality of available content identifiers arranged in a hierarchical fashion.

3. (Previously Presented) The method of claim 2, wherein a first available content identifier relates to a first digital content that is selectively rendered to the content destination upon selection of the first available content identifier.
4. (Previously Presented) The method of claim 2, wherein the first available content identifier relates to a group of digital content, the group including a second available content identifier that identifies a second digital content that is available for communication to a media terminal upon selection of the second available content identifier
5. (Canceled)
6. (Previously Presented) The method of claim 2, wherein the content destination communicates a HyperText Markup Language (HTML) request associated with the at least one available content identifier.
- 7.-8. (Canceled)
9. (Previously Presented) The method of claim 1, wherein each of the plurality of content provider identifiers are icons that visually identify an associated content provider.
10. (Previously Presented) The method of claim 1, which comprises selectively communicating the digital content associated with the at least one available content identifier via a cable head-end of a cable network to the content destination.

11. (Previously Presented) The method of claim 10, which comprises:
receiving the digital content via a content distribution network at the cable head-end, the digital content being communicated using a Transmission Control Protocol/Internet Protocol (TCP/IP) format; and
converting the digital content from the TPC/IP format to a Motion Picture Experts Group (MPEG) format at the cable head-end.
12. (Original) The method of claim 11, wherein the converting is done on-the-fly.
13. (Previously Presented) The method of claim 1, which comprises communicating the user selection of the one of the plurality of content provider identifiers to a digital rights network.
- 14.-15. (Canceled)

16. (Currently Amended) A computer-readable medium for storing a set of instructions that, when executed by a computer, cause the computer to:

provide a plurality of content provider identifiers to a content destination for display on a display device, wherein each of the plurality of content provider identifiers is associated with one of a plurality of content providers;

monitor user selection of one of the plurality of content provider identifiers;

communicate at least one available content identifier to the content destination in response to the user selection of the one of the plurality of content provider identifiers, the at least one available content identifier being associated with the one of the plurality of content provider identifiers selected by a user; and

selectively communicate the digital content associated with the at least one available content identifier to the content destination independently of a content distributor, wherein the plurality of content provider identifiers are included in a communication between the content distributor and the content destination;

wherein a first content provider identifier has an associated link that links the content destination to a first content provider upon selection of the first content provider identifier, the first content provider providing the at least one available content identifier to the content destination for display on a display device.

17. (Currently Amended) A system to provide digital content to a content destination, the system comprising:

- a plurality of digital content providers;
- a content distribution network; and
- a plurality of media terminals, wherein
 - a plurality of content provider identifiers are provided via the content distribution network to one of the plurality of media terminals for display on a display device, each of the plurality of content provider identifiers being associated with one of the plurality of digital content providers, wherein the plurality of content provider identifiers are included in a communication between at least one of the plurality of digital content providers and the one of the plurality of media terminals; and

- user selection of one of the plurality of content provider identifiers is monitored and, in response to the user selection of the one of the plurality of content provider identifiers, at least one available content identifier is communicated to the one of the plurality of media terminals, the at least one available content identifier being associated with the one of the plurality of content provider identifiers, and wherein the digital content associated with the at least one available content identifier is selectively communicated to the one of the plurality of media terminals independently of the plurality of digital content providers;

- wherein a first content provider identifier has an associated link that links the content destination to a first content provider upon selection of the first content provider identifier, the first content provider providing the at least one available content identifier to the content destination for display on a display device.

18. (Previously Presented) The system of claim 17, wherein the plurality of digital content providers communicate the digital content via the content distribution network to a cable head-end in response to the user selection of the one of the plurality of content provider identifiers.

19. (Previously Presented) The system of claim 18, wherein the digital content is communicated to the cable head-end using a Transmission Control Protocol/Internet Protocol (TCP/IP) format, the system comprising a format converter provided at the cable head-end to convert the digital content from the TCP/IP format to a Motion Pictures Expert Group (MPEG) format for communication to a user terminal via a cable network.

20. (Previously Presented) The method of claim 17, wherein HyperText Markup Language (HTML) request is generated in response to the user selection of the one of the plurality of content provider identifiers, the HTML request being communicated to one of the plurality of digital content provider associated with the selected one of the plurality of content provider identifiers which, in response thereto, communicates the at least one available content identifier to a web browser of the one of the plurality of media terminals.

21. (Currently Amended) A system to provide digital content to a content destination, the system comprising:

means for providing a plurality content provider identifiers to a media terminal for display on an associated display device, wherein each of the plurality of content provider identifiers is associated with one of a plurality of content providers;

means for monitoring user selection of one of the plurality of content provider identifiers;

means for communicating at least one available content identifier to the content destination in response to the user selection of the one of the plurality of content provider identifiers, the at least one available content identifier being associated with the one of the plurality of content provider identifiers selected by a user; and

means for selectively communicating the digital content associated with the at least one available content identifier to the content destination independently of a content distributor, wherein the plurality of content provider identifiers are included in a communication between the content distributor and the content destination;

wherein a first content provider identifier has an associated link that links the content destination to a first content provider upon selection of the first content provider identifier, the first content provider providing the at least one available content identifier to the content destination for display on a display device.

22. (Currently Amended) A method to receive digital content at a content destination, the method comprising:
- receiving at least one content provider identifier;
 - displaying the at least one content provider identifier on a display device at the content destination, wherein each of the at least one content provider identifier is associated with a content provider;
 - transmitting a user selection of the at least one content provider identifier to a content distribution network;
 - receiving at least one available content identifier at the content destination in a message from a content distributor in response to the user selection of the at least one content provider identifier, the at least one available content identifier being associated with the at least one content provider identifier;
 - providing authentication information from the content destination to the content distribution network; and
 - receiving the digital content associated with the at least one available content identifier at the content destination from the content distribution network independently of the content distributor;
- wherein a first content provider identifier has an associated link that links the content destination to a first content provider upon selection of the first content provider identifier, the first content provider providing the at least one available content identifier to the content destination for display on a display device.
23. (Previously Presented) The method of claim 22, further comprising:
- receiving a digital content stream at the content destination, the digital content stream including the plurality of content provider identifiers corresponding to the digital content.

24. (Currently Amended) A media terminal, comprising:
- a display device to display at least one content provider identifier associated with a content provider, wherein the at least one available content identifier is received at the media terminal in a message from a content distributor
 - a digital rights client to initiate a secure session with a digital rights agent and provide authentication information for the media terminal to the content distribution network; and
 - a secure device to
 - receive a license from the digital rights agent,
 - transmit a user selection of the at least one content provider identifier to a content distribution network, and
 - receive digital content associated with the at least one available content identifier from the content distribution network independently of a media terminal;
- wherein a first content provider identifier has an associated link that links the content destination to a first content provider upon selection of the first content provider identifier, the first content provider providing the at least one available content identifier to the content destination for display on a display device.
25. (Previously Presented) The media terminal of claim 24, wherein the media terminal is further to receive the digital content independently of the content distributor.